descartes

BUSINESS MAPPING FOR MACINTOSH®

- *develop marketing strategies*
- *realign territories*
- *pinpoint customers*
- *locate new markets*
- *evaluate market share*

What Users Are Saying About Descartes

"I needed real power to look at complex markets and competition. I have large amounts of data and Descartes allows me to analyze it quickly and easily."

Nancy Beck, Mercatus Inc.

"Descartes allows us to look at where the sales or potential sales are and to quickly adjust those territories. The immediacy of feedback is very important to us."

Bill Schuler, Eastman Kodak Co.

"... Descartes gives me analysis perspective, it tells me where I should be going. . . . with Descartes, you begin to develop a true geographical information system for a very reasonable price."

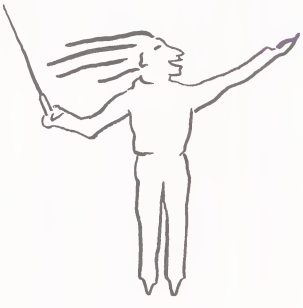
Emilie Marks, Bose Corporation

"After using Descartes for our own purpose of field representative deployment, we now see that we can also use it to provide our clients with additional services."

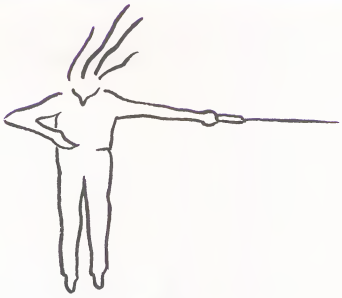
Dave Rocco, Retro-Fit

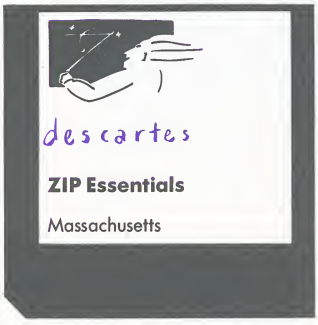
"Descartes can take anything I throw at it."

Nick Galanti, Advertech

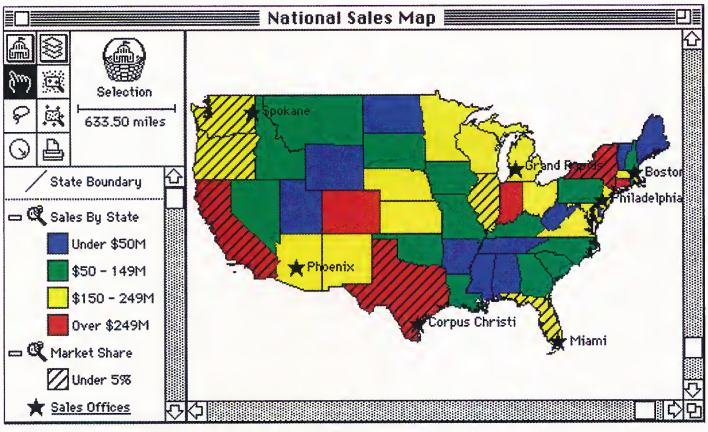


USING DESCARTES

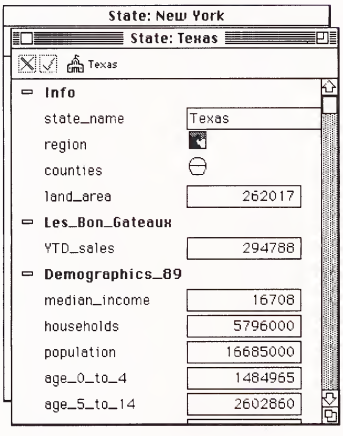




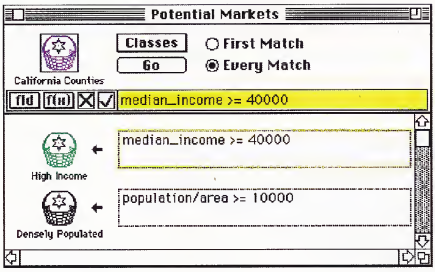
Intermap provides a catalog of geographic and statistical Snap-In Data™ from leading business data vendors.



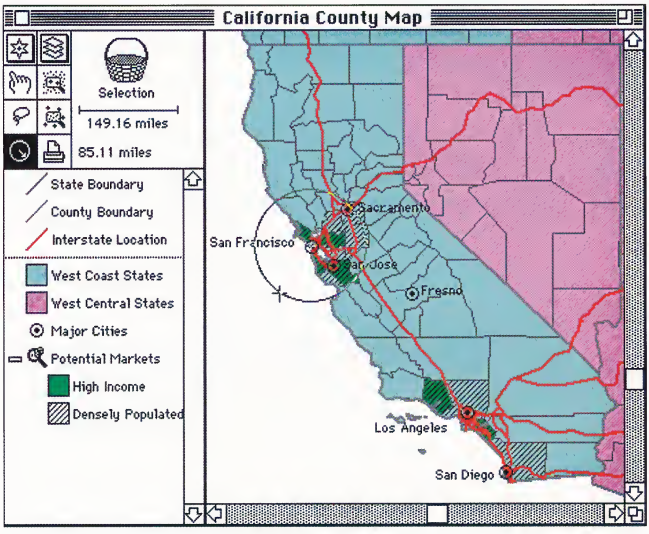
Descartes comes with state and county boundaries, interstate highways, major cities, and ZIP code locations for the entire United States.



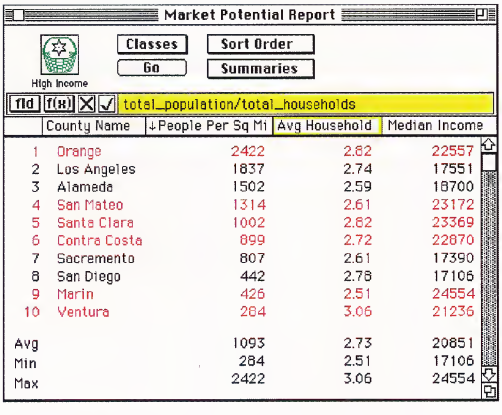
Data records are instantly accessible from maps, bar charts, and reports; simply point and click.



Fast, built-in query tools select data for display on maps, bar charts, and reports.

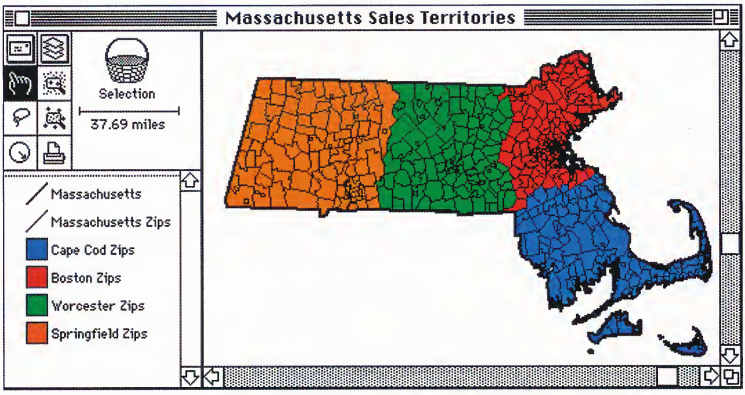


Set the color, pattern, point, and line style of the data you choose to display.

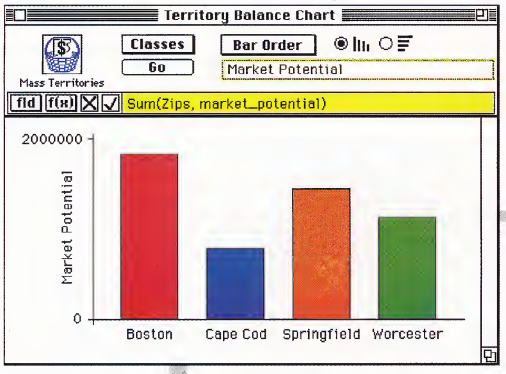


	County Name	↓People Per Sq Mi	Avg Household	Median Income
1	Orange	2422	2.82	22557
2	Los Angeles	1837	2.74	17551
3	Alameda	1502	2.59	18700
4	San Mateo	1314	2.61	23172
5	Santa Clara	1002	2.82	23369
6	Contra Costa	899	2.72	22870
7	Sacramento	807	2.61	17390
8	San Diego	442	2.78	17106
9	Marin	426	2.51	24554
10	Ventura	284	3.06	21236
Avg		1093	2.73	20851
Min		284	2.51	17106
Max		2422	3.06	24554

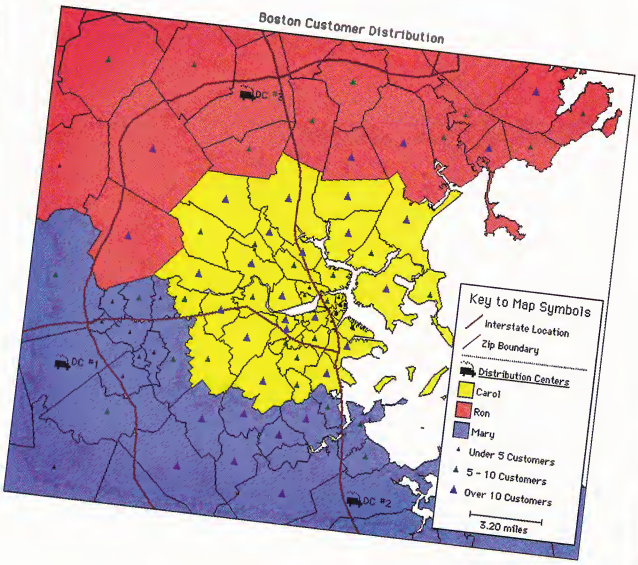
Reports and bar charts display data based on field values and user-defined formulas.



Custom territories can be composed directly on maps.



Bar charts and reports automatically recalculate to provide up-to-date summaries as territories change.



DESCARTES FEATURES

MAP

displays point, line, and area data

thematic maps based on equal intervals, quantiles, and user-defined ranges

point, line, and area labeling

multiple layers of geography and data

point, lasso, and radius data selection

smooth zoom from national level to 1 inch = 6 feet

printed maps as small as a page or as large as 8′ × 5′

customizable colors, patterns, and point styles

hot-links to reports, bar charts, and search tools

view multiple maps simultaneously

BAR CHART

bar height defined by field value or formula

horizontal or vertical bar orientation

bars ordered alphabetically or by height

hot-links to maps, reports, and search tools

REPORTS

columns defined by field value or formula

rows ordered by any column

automatic column summaries (total, average, minimum, maximum)

hot-links to maps, bar charts, and search tools

DATABASE

user-customizable structure

add, remove, and modify records and fields

fields grouped by sub-record

text, number, link, point, line, and area field types

one-to-one and one-to-many links

unlimited number of records

queries based on fields, quantiles, or user-defined formulas

built-in formula editor

updates based on field values and user-defined formulas

automates routine updates

IMPORT AND EXPORT

imports text files from spreadsheet, database, and word processing documents

exports reports as text to spreadsheet and other applications

exports maps and bar charts to word processing and desktop publishing programs

DESCARTES HELPS YOU

- *develop marketing, sales, and advertising strategies*
- *realign territories for optimal performance*
- *explore markets to identify areas with the greatest potential*
- *find new retail, office, or distribution center locations*
- *evaluate market share throughout your selling area*
- *adjust prices and premiums to local conditions*
- *pinpoint customers to plan business trips and sales calls*

DESCARTES INCLUDES ALL THIS DATA

- *U.S. state and county boundaries plus: population, median income, median age, total households, land area, FIPS code*
- *U.S. ZIP code locations (over 40,000)*
- *interstate highways*
- *major city locations*

OPTIONAL SNAP-IN DATA™ INCLUDES

- *ZIP, ADI, DMA, MSA and other geographic layers bundled with basic demographics*
- *your choice of hundreds of up-to-date demographic, business, and retail data variables*

ALL DESCARTES DATA IS PRODUCED BY LEADING VENDORS

Geographic Data Technology, Inc.

Market Statistics, Producers of The Survey of Buying Power

Spatial Data Sciences, Inc.

Urban Decision Systems, Inc.

DEMO KIT

Intermap offers a working, demonstration version of Descartes complete with documentation.

COMPATIBILITY

Descartes runs on any Macintosh SE, portable, Classic, LC,SI, or II with System version 6.02 or later, 2Mb of RAM and 10Mb of hard disk space. Both color and black and white monitors and printers are supported.

DESCARTES SUPPORT

All registered Descartes users receive free technical support. Support staff are ready to answer your questions or discuss application ideas. They can be reached Monday through Friday between 9:00 a.m. and 6:00 p.m. EST.

FOR MORE INFORMATION OR TO ORDER CALL (603) 795-4751.

INTERMAP

INTERMAP INC.

13 DARTMOUTH COLLEGE HIGHWAY

LYME, NEW HAMPSHIRE

03768

INTERMAP INC. offers software and data products that provide analysts and decision makers with powerful methods for planning and analysis. Descartes is named after the French mathematician/ philosopher René Descartes (1596–1650).

Descartes™ and Snap-In Data™ are trademarks of Intermap Inc.
Macintosh® is a registered trademark of Apple Computer, Inc.